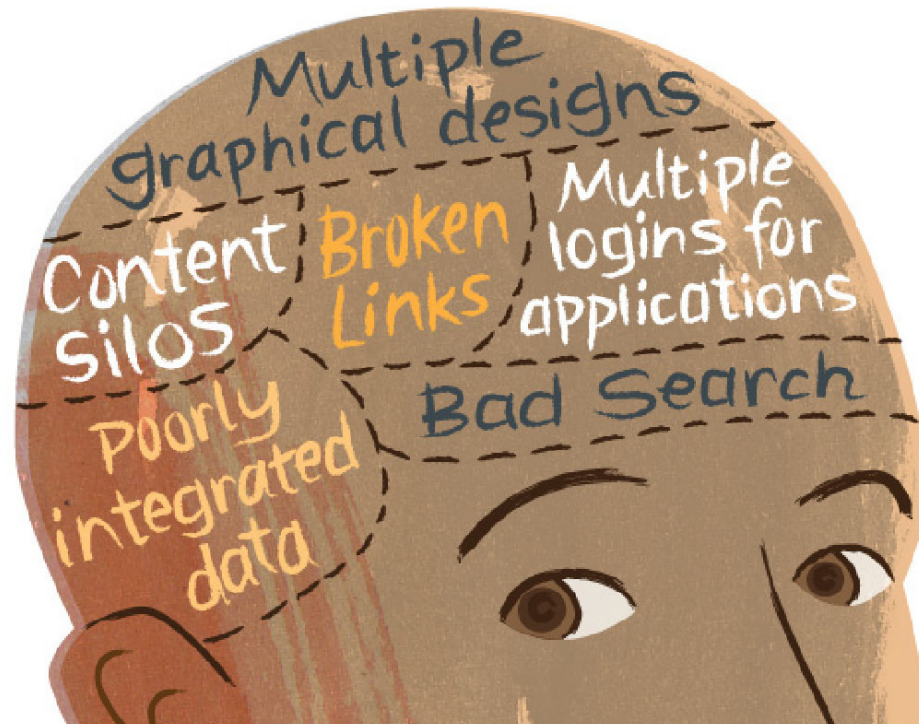


The Digital Deca

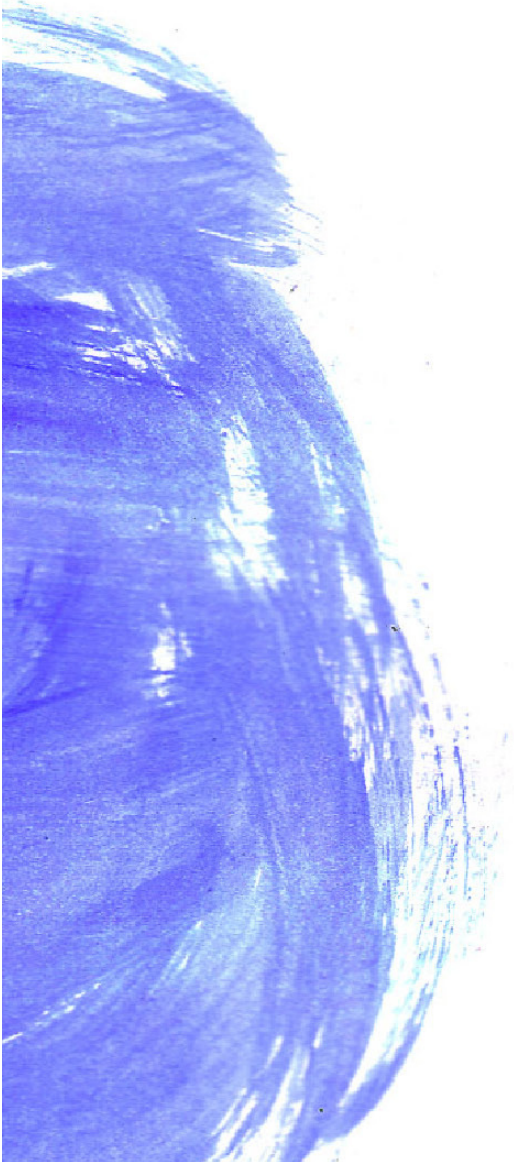
10 Management Truths for the Web Age.

@lwelchman



Web Phrenology:

The science of understanding an organization's strengths and weaknesses by examining their Web presence.



Meet Wendell Wallace Webb

Hej världen

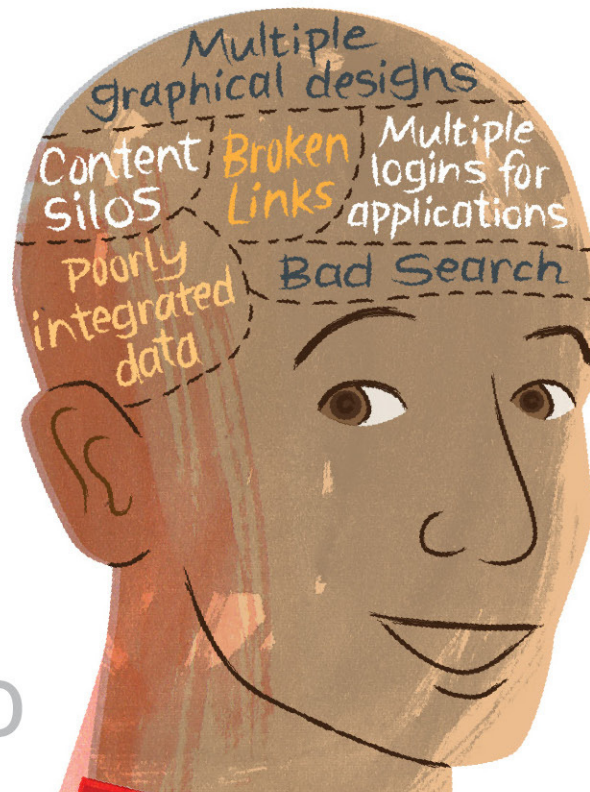
Hello, World!

Bonjour
tout le monde a

world

مرحبا بالجميع

Hola mundo



Hallo Welt,

Witaj świecie

你好世界

Hello, World!

привет мир

And, you might be surprised what he says to your

customers

members

patients

citizens

students

shareholders

employees



"This organization is messed up.
They might not have credible information.
They're wasteful. They can't collaborate.
And they might not be able to thrive
in the Web age."



The Good Old 20th Century

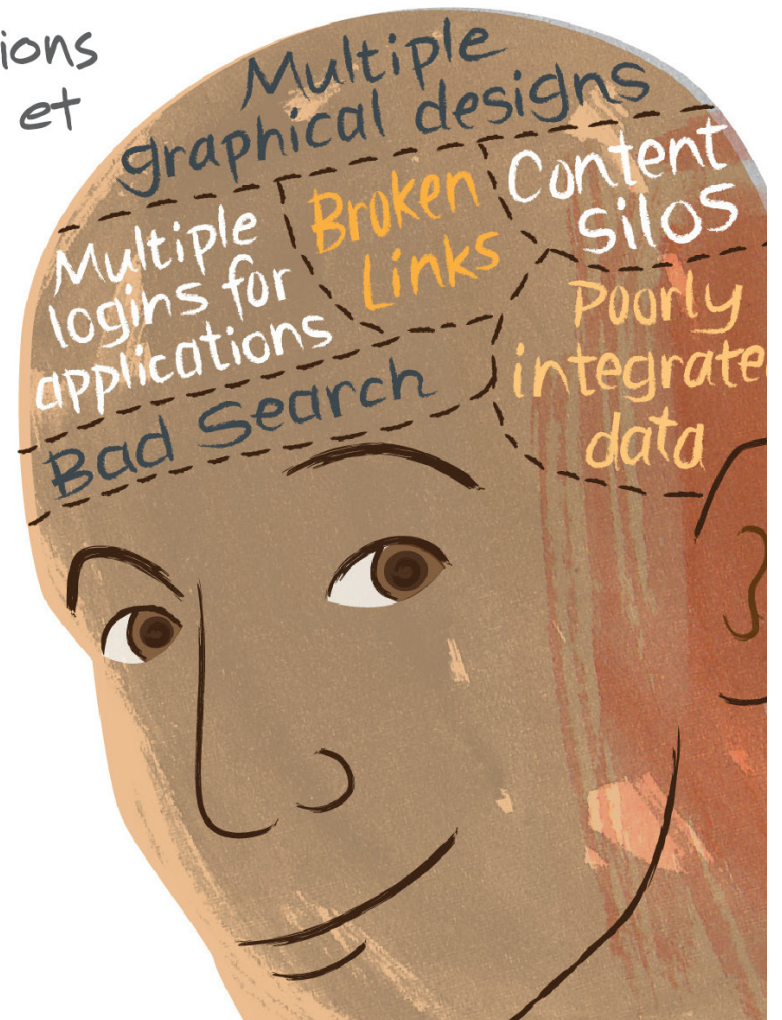
Maybe your organization was always messed up, didn't have credible information, was wasteful and unable to collaborate....



"But now, you broadcast your company's dysfunction to the whole wide world with the instant, digital, global communications channel that is the www."



"And, before Web 2.0 you didn't have an instant, digital, global communications channels like Twitter, flicker, facebook, et al, that your customers could use to tell everyone how dysfunctional you are..."



The Organizational Dynamic Behind Bad Web Sites

AMOUNT OF OFFLINE

Money
Power
Clout
Access to Senior Leadership

— EQUALS —

AMOUNT OF ONLINE

Content
Data
Applications

How Organizational Dysfunction Affects Your Web Site ...and your users

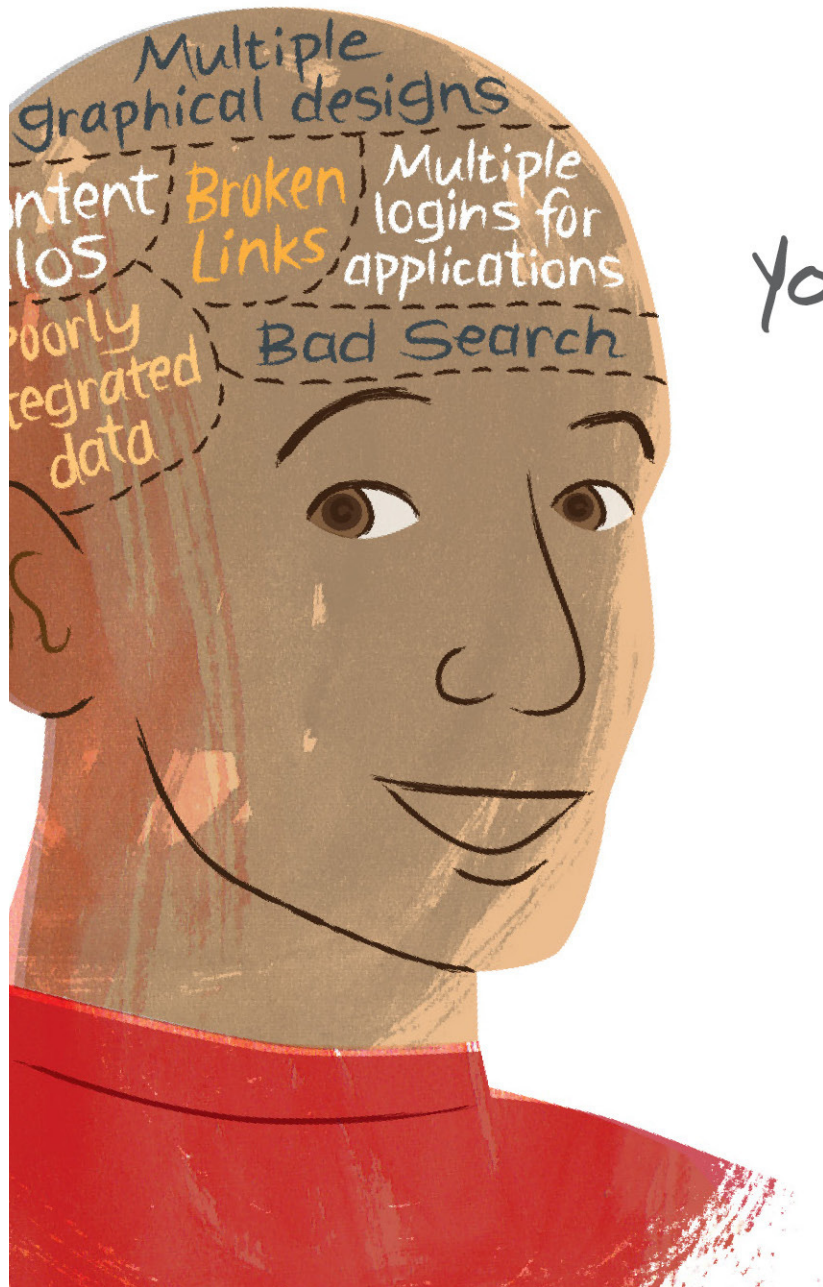
“I’m trying to make a life decision. I’m scared and you’re confusing me (Click).”

“You don’t care how long I have to look to find information. You’re wasting my time (Click).”

“I just spent 5 minutes filling in a form just like this. You’re wasting my time...again. (Click and Tweet).”

“Is 404 their area code? Where’s the rest of the phone number.” (Clickity, Clickity, Click)?”





"Wait! Don't leave.
You haven't visited all 25 of
my content silos!"



**What Happened to Government
Leaders When the Web Happened..**



They Need Our Help

The Digital Deca

10 Management Truths for the Web Age.

TRUTH 1

Your Web presence is the digital manifestation of your organization.

TRUTH 2

In a digitally transforming business environment, bold leadership is vital.

TRUTH 3

Decision making must be based upon
expertise, not power.

TRUTH 4

The business framework
must be inclusive.

TRUTH 5

Standards enable collaboration.

TRUTH 6

The Web is an asset.

TRUTH 7

The organization owns
the Web presence.

TRUTH 8

Management should embrace
impermanence.

TRUTH 9

Know your customer but
own your mission.

TRUTH 10

Measure twice, execute once.



We've created the problem.
We have to lead others to the solution.



Goodbye, World! Goodbye



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